

Name of Organization	
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Table 1: Audience and Visitor Information

In the table below, enter the requested data for your last completed project (Column B) and your projections for FY2012 (July 1, 2011 – June 30, 2012).

If you have not yet completed your project for FY2011 (July 1, 2010 – June 30, 2011), you will enter FY2010 (July 1, 2009 – June 30, 2010) information in Column B and FY2012 projections in Column C and report nothing for FY2011.

Column A	Column B	Column C
	Last Completed Project	Projected
Total Attendance		
Single tickets or admissions sold		
Free tickets or admissions		
Number of Tourists *		
Number of Paid Participants (musicians, actors, etc.)		
Number of Volunteers		
Number of Vendors** (if applicable)		
Price of tickets		

*A **tourist**, in general, is a person who travels more than 50 miles to visit San Diego or who travels to San Diego from Mexico, or a person who pays a Transient Occupancy Tax.

A **vendor is a person or an organization that provides goods or services to the general public as a feature of your project. For example, the business that sells popcorn at your Arts Festival is a vendor for the purposes of this application, but the business that sells you signage for the event is not.